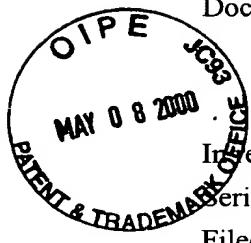


G03652



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application: Rodney L. Dockery et al.
 Serial No.: 08/813,852
 Filed: March 7, 1997
 Art Unit: 3652
 Examiner: F. Bartuska
 For: System and Method for Promoting Stores and Products

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Assistant Commissioner
 for Patents
 Washington, D.C. 20231

I hereby certify that this correspondence is, on the date shown below, being deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to the Assistant Commissioner for Patents, Washington, DC 20231.

Date deposited: May 5, 2000

Elva Wilson
 (Typed or printed name of person mailing paper or fee)

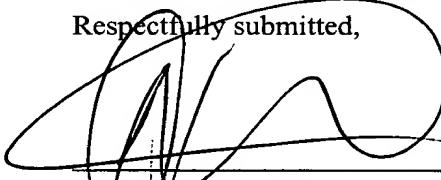
Elva Wilson
 Signature of person mailing paper or fee

**TRANSMITTAL OF POWER OF ATTORNEY BY ASSIGNEE AND
REVOCATION OF PRIOR POWERS AND STATEMENT UNDER 37CFR 3.73(b)**

Dear Sir:

- Transmitted herewith is a Power of Attorney by Assignee and Revocation of Prior Powers and Statement Under 37 CFR 3.73(b)
- The Commissioner is hereby authorized to charge any deficiency in the enclosed fees under 37 C.F.R. §1.16, or to charge any patent application processing fees under 37 C.F.R. §1.17, or credit any overpayment, to Fulbright & Jaworski L.L.P. Deposit Account No. 06-2380.

Respectfully submitted,


 David H. Tannenbaum
 Registration No. 24,745
 Counsel for Applicant

Date: 5/5/2000

Fulbright & Jaworski L.L.P.
 2200 Ross Avenue, Suite 2800
 Dallas, Texas 75201-2784
 Telephone: 214-855-8333
 Telecopier: 214-855-8200

#18

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:
Rodney L. Dockery et al.

Serial No.: 08/813,852

Filed: March 7, 1997

Title: System and Method for Promoting
Stores and Products



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Docket No.: 058569-P001US-
10007125

Group No.: 3652

Examiner: F. Bartuska

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Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

As named Assignee for the above-identified application, all powers of attorney given previously are hereby revoked and it is requested that the following attorneys be appointed to prosecute and transact all business in the Patent and Trademark Office connected therewith.

David H. Tannenbaum, Reg. No. 24,745;
Michael A. Papalas, Reg. No. 40,381;
R. Ross Viguet, Reg. No. 42,203;
Michael J. Fogarty, III, Reg. No. 42,541;
Thomas J. Meaney, Reg. No. 41,990 and
Jody C. Bishop, Reg. No. 44,034.

Please send all correspondence to:

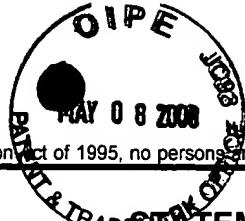
David H. Tannenbaum
Fulbright & Jaworski L.L.P.
2200 Ross Avenue, Suite 2800
Dallas, TX 75202

Direct telephone calls to:
David H. Tannenbaum
214-855-8333

HERITAGE PUBLISHING, INC.

Date: May 1, 2000


Caleb J. Pirtle III, Vice President

**STATEMENT UNDER 37 CFR 3.73(b)**

Cher
5-12-00
Power of
Attorney
#18

Applicant/Patent Owner: Heritage Publishing, Inc.Application No./Patent No.: 08/813852 Filed/Issue Date: March 7, 1997Entitled: System and Method for Promoting Stores and ProductsHeritage Publishing, Inc., a Corporation,

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

- the assignee of the entire right, title, and interest; or
- an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel 8567, Frame 0571, or for which a copy thereof is attached.

OR

B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.
2. From: _____ To: _____
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Additional documents in the chain of title are listed on a supplemental sheet.

Copies of assignments or other documents in the chain of title are attached.

NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the PTO. See MPEP 302-302.8]

The undersigned (whose title is supplied below) is empowered to sign this statement on behalf of the assignee.

MAY 1, 2000
Date

Signature

Caleb Pirtle III
Typed or printed name

Vice President
Title